

What is claim d is:

- 5 1. A process for continuous production of self-adhesive articles, wherein
- 10 a) essentially one polyol component is placed in a container A and essentially one isocyanate component is placed in a container B,
- b) the polyol component and the isocyanate component are mixed in a mixer,
- c) the polyurethane composition thus mixed is applied to a backing material which is coated with a pressure-sensitive adhesive composition and moves preferably at constant speed,
- d) the laminate, comprising first backing material, pressure-sensitive adhesive composition and polyurethane composition, is passed through a heat tunnel, in which the polyurethane composition cures,
- e) the laminate is wound in a winding station.
- 15 2. The process as claimed in claim 1, wherein a second backing material is supplied at preferably constant speed to the polyurethane composition of the laminate and, if desired, is peeled off after the heating tunnel.
- 20 3. The process as claimed in claim 2, wherein the second backing material has been treated with a pressure-sensitive adhesive composition.
- 25 4. The process as claimed in any of claims 1 to 3, wherein upstream of the mixer there are further containers for catalysts, plasticizers, dyes and other additives, which may be introduced and added.
- 30 5. The process as claimed in any of claims 1 to 4, wherein polyurethane composition is applied to the first backing material coated with a pressure-sensitive adhesive composition, said application taking place in such a way that the polyurethane composition is present on the pressure-sensitive adhesive composition.
6. The process as claimed in any of claims 1 to 5, wherein the first or second backing material used comprises adhesive media, such as a release paper or a release film or paper, woven, nonwoven, film, or an elastomer.

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